

Disc Jockey News

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SEPTEMBER 2005

The Regional Disc Jockey Newspaper

Free

The Ultimate Disc Jockey Boost

By Mike Walter

Atlantic City, Las Vegas, Dallas, Minneapolis, Orlando.

Winter. Spring. Summer. Fall.

It doesn't matter to me where, when or how big it is; if there's a DJ convention and I can get there, I get there.

There's a buzz I get after every single convention. A renewed interest in the DJ Industry as a whole and more specifically in my own company. I come home

with pages of notes, little nuggets of ideas and I know if I put any one of them into effect they'll have a positive impact on my business.



Gerry Siracusa presented a seminar on wedding marketing at the DJ Expo.

I've now been home from the DJ Times International DJ Expo in Atlantic City for all of 24 hours. I have three weddings staring me in the face in the next 36 hours. But I had to sit down and write some of my thoughts so I can share with you how great of a week the DJ Expo was.

First, DJ Times throws a great show. They were the first to do this, 16 years ago, and they've now put on 21 conventions and they get better every year. The support they receive from their vendors is unprecedented. Companies like Pioneer and Promo Only go

out of their way to have a large presence at these events to show the DJ Industry how appreciative they are of our support. What that translates to is outrageous parties and tons of swag!

The showroom floor is always mammoth at a DJ Times convention, not to mention loud. And this year was no exception. You could feel the thump before you even got through the doors. Walking the floor you get a real good feel of the future of our industry (one word: digital) and how many companies are interested in marketing to us.

If that doesn't reassure you that you've chosen a great industry then the seminars will. This year, DJ Times

had over 30 seminars and workshops crammed into 3 and half days. You literally couldn't have witnessed it all if you wanted to. The classroom content was amazing. Highlights included not one but two seminars about Bar and Bat Mitzvahs by the incomparable Randi Rae (the Mitzvah Maven herself.) Other producers of shows should make a note: DJ Times held her second seminar in the "performance room" to accommodate the games and dances she was demonstrating. With a full sound system, stage and dance floor this was the most enjoyable "games" seminar I have ever witnessed! I also took a lot away from

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Enforcing the Contract....Part Duex

By Dude Walker

Establishing a contract: having it represent you, your company, the terms you are willing to provide services under and the ability to withstand the most stubborn of clients takes time, money and savvy legal advice.

Enforcing the aforementioned tasks is another matter entirely.

The mobile DJ industry has a wide array of entities operating under some form of business ideal or pseudo model of one. Attaining a generally accepted landscape for contract terms can be challenging.

Think of your company as its own sovereign country. Your contract plays two roles. It can be your military and your currency. Its value rises and falls amidst a world of companies competing largely for the same market. The stronger your contract, the healthier your economy and the brighter your companies future. The greater the deterrent of breaching your contract, the more likely you are to exist in peace with your clients.

Having terminology in writing that deters breach of your contract is one thing....enforcing those terms take a mature and keen business sense.

Clients, at the time of booking, are undeniably in want of your services. They are willing to place cash on the table to have you agree to perform for them. YET! When something changes, job cut backs, friends, family & co-workers who DJ come forward, budget

concerns when the blasphemous phrase "YOU'RE PAYING HOW MUCH FOR THE DJ?" WOW!....the excuses are many. That contract that was the best assurance to that client at the time they booked your company can become the biggest inconvenience and point of contention.

Amidst several terms in my contract there are two very important lines:

1. "service begins at the time of booking when your date is secured".

2. "verbal cancellation will not be accepted". (cancellation must be submitted in writing)

This prevents a client from making a false claim that they called months ago to cancel, postmarks serve as wonderful proof of "action" in "want of." Also delineating that you are providing a service, "your written promise," that you'll show up on the event date at a specified time for remuneration which includes arranging your schedule and all of your prep work.

So what are the options of enforcement?

1. Correspondence: Many clients will submit payment upon receiving a letter requesting payment.

2. Standard Billing: Sending a statement with accruing late fees as set forth in your contract.

3. Collection Agencies: They can serve as your collection department. Turning over an

overdue or belligerent client can give them an opportunity to make amends. Some collection agencies charge a flat fee, others will charge a percentage. Once you have turned over an account to a collection agency the client normally has 30 days to comply or dispute the claim. If the client refuses to respond the amount owed will be placed on their credit history and will be shared with all the major credit reporting agencies. If that client applies for credit, the amount owed should show up the next time the client applies for a loan. In most cases, if a loan is granted, you will receive payment directly from the lending institution.

4. Small Claims, Conciliation Court, District Court or Third Party Arbitration: These are usually viewed as the last resort to settle debt disputes. Small Claims and Conciliation Court are the easiest ways for parties in disagreement to settle their disputes without attorneys present. Preparation is the key. Clearly outline all contract terms you are basing your position on and keep good records of phone calls and related notes. District Court is serious business. Retaining legal counsel is very important if you choose to go this route. All the judicial rules and procedures apply. You may very well have a strong case, yet lose it over some technicality due to novice courtroom experience. Determine the value of pursuing your contract in District Court. If

it costs you \$500 to collect \$500...are you really ahead or is it just a matter of principle?

Third Party Arbitration: Some states offer this as an alternative to litigation if both parties agree. The environment is more casual and both parties will have the chance to present their cases. If you are granted a judgment or opinion in your favor in any of the aforementioned proceeding you still may have to wait to get paid...sometimes years.

Several enforcement options exist. Choosing the right course of action for contract enforcement/debt collection is a personal decision. Always consult an attorney for specific legal concerns regarding your contract terms.

Remember! Always keep your cool during contract enforcement/debt collection. It is sad, however, a double standard exists. The client can yell, threaten and scream at the top of their lungs...yet as a business owner you are expected to be courteous and use exacting discipline. Writing out your collection procedure steps can be very helpful. Step 1...Step 2...Step 3...business as usual. Some clients may have legitimate problems...others will lie through their teeth. In either case, both will throw themselves upon the mercy of the court in the final moments. Your discipline and businesslike behavior will be your best assets. Use them wisely as you enforce your contract.

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Starting From Scratch

By Jeff Richards

Starting from scratch is a progressive monthly article that will help those of you just starting out in the DJ business. Each article will cover what it takes to be a successful Mobile DJ. Today's topic is Contracts (part 2 of 2)

Last month I asked you down load a copy of my "Service Agreement" from my web site ytimeproductions.biz. and follow along. I'll pick up on page two under "Terms & Conditions." I'll point out some of the highlights and why I added them to my agreement.

Clause B states to whom the check will be written. You wouldn't believe the names I got on some of the checks. I always point this out, but I still get some clients filling out the check incorrectly.

I had to add Clause C, the seven day payment rule, to keep people from bouncing checks. On the day of the event the client writes out a lot of big buck checks and most of the time they've tossed back a few and have no concept of the total expense of the night. I got tired of racing the other venders to the bank. If you're paid ahead of time there's no need to worry about collecting a check or having the check bounce after you've already finished the contracted event.

Clause D puts the responsibility of securing the location on the client. I added it after I was hired to perform at a picnic area for a class reunion. After setting up, the park ranger (nice hat by the way) asked for the permit to play music. The committee didn't have one. After

some quick thinking and fast talking by me, the ranger left. Also in (D) is a section on accessibility and space needed. Once I asked a client about accessibility to a location I had never been to before. The grooms answer was it would be easy. When I met with them a few days prior to the event, the location was in the basement of a church. To make a long story short, I lost control of my 400 lbs equipment box and it landed on the floor on top of my hand. After visiting the local pharmacy, I performed that night with three broken fingers. They all were so appreciative of my performance everyone stayed and helped me pack up and load my trailer. I've since booked several weddings from that job.

With my huge light and sound show I need a lot more space to set up then the average guy. I had to add this section when several locations give me an area of a four foot table and say, that's all I get. Have you ever tried to park an eighteen wheeler semi truck in a "Compact Car" parking space? I try to work with location sites but sometimes the punch bowl has more room then me.

On page 3 is (H), the cancellation clause. I originally had as a 60 day cancellation policy but changed it to a 90 and I'm looking at going out to 120. I had too many clients canceling on me in the last few months due to the marriage being called off, they decide to save money by canceling the entertainment completely or hiring a "cheaper" DJ. I also added NO SUBSTITUTIONS or RELOCATIONS. When a client hears that if they cancel they still have to pay in full, some decide

to reschedule the event. This made the party responsible for the cancellation and thus voiding the contract. I had one person threaten to sue me after rescheduling their wedding two times, but the third time I was already booked. One client wanted to change it from a wedding to just a party of his buddies sitting around getting drunk.

I had to take one client to small claims court when they cancelled seventeen days prior to the wedding. They had a sick "AUNT", but when I reminded them of the cancellation policy, the "AUNT" suddenly changed from SICK to DYING. With this clause it only took the judge a few minutes to rule in my favor. The "DYING" Aunt was there as a character witness and she was far from dead!

I added clause M, the lack of attendance clause, when I did a wedding that started with about 400 guests, but sixty minutes into a five hour dance everyone was gone. The bride caught the groom "Dirty Dancing" with a bridesmaid and locked herself in the bathroom. Everyone evacuated the hall leaving me to play to a room with only the bartender, my assistant and myself. I finally found the groom and asked what he wanted me to do. His reply was "I paid you to one o'clock, you play until one". Eventually the bride did come out and I finished the last hour with six drunken guests to party with.

At the bottom of page four are the very important signature lines. You will need

BOTH the brides and grooms names and addresses if you need to take them to small claims court. Some Judges will not allow you to sue only one of the two.

The newest thing in contracts is the "Money Back" guarantee clause. Since I know I always do a great job and no one goes home unhappy I think this could add as a benefit to my clients to hire me. But then I flash back to the BRIDEZILLA who wrote me a nasty note on my survey form because "I only played six of the eleven Dave Mathews songs that they requested," only seconds before the dance started, and "completely ruined her wedding." There are just too many people that want everything for FREE! If you don't believe me, try going to a grocery store on a Saturday afternoon when they are passing out free samples of food.

Until next time, Keep on Rockin'! If you would like to respond to Jeff's column or ask him a question please e-mail him at jeffrichardsptp@yahoo.com

I will be speaking this year at the MAPDJ convention in Nov. The subject of my seminar will cover, "Being a successful single operator Disc Jockey." I will give more details in next months article. GET YOUR TICKETS EARLY!

Jeff Richards: C.E.O. (Chief Entertainment Officer) of Party Time Productions. To ask Jeff a question or respond to his column, just e-mail him at jeffrichardsptp@yahoo.com



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Disc Jockey Spotlight

By Amber Benning

Entertainment is a word with many definitions depending on whom you ask. Even the dictionary lists several different meanings for this word. One of these definitions is the various ways of amusing people, especially by performing for them.

This month's spotlight company is Amberg Entertainment, and entertainment is exactly what this company provides. Amberg Entertainment is a

parties. Currently The Music Source handles about 100 shows per year, but is experiencing rapid growth along with the rest of Amberg Entertainment. In fact, Amberg Entertainment is currently in the process of opening a franchise office in Denver, CO with plans to open more in the future.

I had the opportunity to speak with both Ted Amberg and Stephanie Ashley and it is evident that both are very professional and passionate about the services they provide. Both Stephanie and

the event is a wedding. In the age of "price-shopping" Stephanie adds that it is very important to make your company and services unique; you need to have something to say that makes you different from your competitors and effectively markets your services.

When Ted was asked his personal business philosophy he answered with, "complete the transaction." He added that this was something he had been told by his grandfather and that it is great to have goals and dreams, but they are useless unless you finish the things you start. He advises that anyone getting into the entertainment business needs to be realistic and not expect to

get rich quick. It has been his steady, grounded approach with the right amount of risk taking that has made his company into what it is today.

The range of services that Amberg Entertainment provides along with The Music Source is huge. In addition to the numerous services I have mentioned earlier, they have also created marketing and training aids for other rental companies as well as event organization software for entertainers. For more information on The Music Source and Amberg Entertainment and their wide array of services, please visit their website at <http://www.ambergentertainment.com>.



Pictured from L to R: Adam Brown (Vice-President, DJ), Stephanie Ashley (Entertainment Director, DJ), Mark Rone (Logistics Coordinator, DJ), Lindsey Harness (Receptionist), and Ted Amberg (President and CEO).

full-time entertainment company who provides clients with everything from magicians, large inflatable games, full event planning to disc jockeys and entertainers through their DJ company; The Music Source.

Amberg Entertainment was founded twelve years ago by its current owner Ted Amberg. Approximately three years ago, The Music Source was added as a branch of Amberg Entertainment to meet increasing client demand. Stephanie Ashley, who first joined Amberg Entertainment's staff as a contracted DJ over a year and a half ago, currently manages the Music Source. In addition to her management duties she still works as a DJ and entertainer for The Music Source.

The Music Source and Amberg Entertainment are based out of Springfield, Missouri. However, in addition to serving most of MO, they provide entertainment for clients in northern Arkansas, Oklahoma and parts of Kansas. The vast majority of business for The Music Source is weddings, but they also perform at other events such as high school dances and corporate

Ted describe their marketing process as aggressive. They do many direct mailings to potential clients, but their best advertisement is word of mouth. Amberg Entertainment and The Music Source pride themselves on their level of quality and service and oftentimes have repeat clients. When asked what the best addition to their company has been both answered their staff. They hire fun, upbeat, positive people who in turn create that atmosphere at their office and at their events.

The Music Source always makes sure their clients are able to meet their entertainers prior to the event, especially when

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Let's Ride!

By Todd Mitchem

Three lessons from the trail to your business.

Buffalo, Wyoming is possibly one of the last places in America where you can still taste the simple life. When my father and I arrive, we always feel as though we shed the deadlines and cares of the business world and become part of the Wild West; we become cowboys! Life on this working cattle ranch seems simple to an outsider, but to the ranchers who work out here every day life is a never-ending work in progress. After about twelve hours in the saddle we also remember that, while we may be paying for our one week work vacation on the trail, we have a job to do. The fifteen hundred head of cattle must be moved from the low lying ranch to the mountain pasture before the week is over. The only method of moving this many animals this far on this challenging terrain is by horseback. This is a fun time, but work to be certain.

Every year when we visit we expect to enjoy ourselves beyond imagination, because each cattle drive is different than the last. We always expect to work with the same great people, eat the same great food and the feel of the saddle

beneath us as we drive the cattle across the mountain. This time however, I saw parallels in ranching and in life that I never expected to learn.

Lesson #1 – Flexibility - the key to your overall success

Waking up in the morning on the trail, you know that the day ahead will be a hot fast day of cattle rustling so there is a feeling of anticipation and excitement in the air. Today, your success may be determined by the way you handle your horse when a bull breaks from the herd. Your success may rest in the way you follow John's directions; as the trail boss, he will have the final say. Things change and if you come to the Ranch with a preconceived notion or assumption of how the trip will go you will be disappointed, but more importantly you become a liability to the crew. Everyone must be flexible if the entire crew is to reach that mountain. There is no time for your petty egoic inflexible nature. You must bend and mold to the mission at hand. These are animals after all and they have no care for your agenda.

Flexibility is the key to success in the business world. As the market

changes or your customers change their interests, you too must adapt. When the DJ refuses to play requests, interact with the kids or adapt to the changes in the schedule, what is the message you are sending out? "Hi, I am the inflexible DJ, please do not refer me, I am difficult to work with and I do not respect your wishes!" Flexibility is the key to your success!

Lesson #2 – Don't ride out ahead of the herd or you might turn them back

This lesson was one that one of the other guest workers learned the hard way. After only a few minutes of riding, this guest was restless and decided to ride up to the front of the herd. This herd stretches over a mile and at many different points, John has asked certain people to hold the line in a specific area. Your role then is to ride along on that side and make sure that cattle do not break off into the thick woods. Instead, this particular guest became restless and rode to the front yelling at the cattle the entire way. As he galloped about 20 feet ahead of the first few heifers in the front, they became nervous and promptly turned around. In an instant,

hundreds of cattle were facing the opposite direction and running into the back half of the herd. Many of us, lead by John, quickly rode into the middle to stop the disaster. It took some time but we finally turned them all back.

Often I see DJs and business people who operate this same way. They get out ahead of the customer or the guests. This can intimidate the clients or colleagues which leads to the entire project or event turning the other way. Stay focused on the needs of your guests or your clients. Getting to know your customer begins with paying attention to them all of the time, even when you get restless. After all, they know the mountain better than you do and if you help them stay in on the trail, you will all make it to the top of the mountain together. If you reach the top without them you have failed.

Lesson #3 – Keep your eye on the whole herd.

As we approach the top of the trail and our final destination, I ride in the middle of the herd so that I can keep the center strong and push the front if needed. From that perspective I am able to see the entire herd stretched out

Let's Ride Continues on Page 7

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by Mark Imperial

Chicago, IL – Making good money as a DJ doesn't have a whole lot to do with how good of a job you do. You can be the very best DJ in your area, using only the best equipment, know more about music than anybody, know how to pack a dancefloor and still starve to death.

You're busy one week, phone not ringing the next and worrying about where the next job is coming from. I know, because I have been there and almost starved myself out of the business by stubbornly thinking that because I was a great DJ, the world would beat a path to my door. Thinking that by getting

better and better at slamming parties, I'd automatically make more money. **Wrong. Dead Wrong!**

I did what most people do, started advertising and waiting for the phone to ring, then playing the "cheap price" game (actually the worst thing you can do). I barely survived by bottom feeding and begging, taking every crappy gig that came in and doing cold calling which is as fun as a car wreck. I nearly quit every other day. I was grossing a pitiful \$2,200.00 per month and working myself to death getting it. Some months I was starving. I know that things happen by either determination or desperation, and I had both going for me. That is when I finally

discovered the answer.

My discovery exploded my business to making over \$11,000.00 per month, and I did it in a lazy way as a **SINGLE OPERATOR** in less than 7 months.

HOW TO GET A STEADY STREAM OF GREAT PAYING GIGS, AND HAVE A LIFE!

I quickly discovered that many DJs know little about **REAL** marketing, and many copy what others are doing badly. I discovered **REAL** marketing and **REAL** experts. Combined with my 20+ years of knowledge, I created a solid **PROVEN** and **TESTED** system that I use personally. My **SYSTEM** will

give **YOU** the power to choose only the **BEST GIGS** from a steady stream of leads in record time.

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Boost Continued from Page 1

a seminar on Latin Music (just how hot is Reggaeton?) another on Marketing to Weddings and Jorge Lopez's two seminars on growing your business. Lopez, owner of J&M Entertainment in California is one of the sharpest business owners I have ever met and I come away from every conversation with him floored at his experience and wisdom. If you haven't seen him speak or picked up his DVDs yet, you should add that to your "To Do" list.

I was so honored to be a part of the evening entertainment in Atlantic City once again. As organizer and host of the Monday night Mobile Party and

of course the DJ Times DJ of the Year competition I once again got to share the stage with some of the hottest talent in the Mobile DJ Industry. Monday's two-hour party was non-stop action. From Johnny K's high energy opening to Sean Lee (also from J&M in California) and his last dance of the night. If Expo attendees didn't learn something from Monday night it was only because they were having too good a time on the dance floor. And Wednesday's competition exceeded every expectation I had. The 13 finalists for DJ of the Year brought it all to the stage! They taught incredible dances, fun and interactive games and over all kept the dance floor packed till

we named a winner three hours later. My congratulations go out to Gerry Siracusa who won the coveted DJ of the Year award but also to everyone who competed. There were truly no losers up on that stage and I was honored to be the one presenting them.

If you are a frequenter of DJ Expos then you know the cloud I'm on right now (I think it's numbered "9"). If you aren't, you should ask yourself just how serious you are about your career. If DJ Expos are the type of thing you always think about attending but never get around to, then you should figure out a way to attend the next one.

Let's Ride Continued from Page 6

across the mountain top. As I watch John moving from the back to the front, I notice that he is strongly leading from the middle. He leads from all over because this gives him the most balanced perspective. Because of this style of leadership, he knows where the problems were going to happen before they do. When there is an issue, he is quick to respond.

The old thinking of leading from the front is gone just like the pioneer in the Old West. Your leadership strength in your business, community, family and

work comes from your ability to see the entire picture and then execute based on the total of the information available. How narrow is the view if you are only riding the in the front or in the back? When I watch John lead us I realize that we were being successful because he understood our abilities and placed us in positions where we were strongest. He then was able to let us do our work while observing the big picture. True leaders work the project from all angles.

The Ranch is an experience that changes your perspective. Out there you understand that you can not dwell

on your mistakes or you may lose cattle. The way to success is to stay flexible, lead from the middle while understanding the needs of your customer –the cows. Also remember, if you graze in the same spot for too long, you will end up with a mouthful of dirt so keep trying new things to improve yourself and your business.

You can visit DJ Educator Todd Mitchem on the web at: <http://www.mitcheminteractive.com>

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How Not to Ride a Dead Horse

By Harvey Mackay

Dakota tribal wisdom says that when you discover you are riding a dead horse, the best strategy is to dismount. That's a no-brainer if I've ever heard one. However, in business we often try other strategies with dead horses, although I'm not sure why. Among the possibilities:

- Buying a stronger whip.
- Changing riders.
- Saying things like, "This is the way we have always ridden this horse."
- Appointing a committee to study the horse.
- Arranging to visit other sites to see how they ride dead horses.
- Appointing a tiger team to revive the dead horse.
- Creating a training session to increase our riding ability.
- Comparing the state of dead horses in today's environment.
- Changing the requirements, declaring that "This horse is not dead."
- Outsourcing contractors to ride the dead horse.
- Harnessing several dead horses together for increased speed.
- Declaring that "No horse is too dead to ride."
- Providing additional funding to increase the horse's performance.
- Doing a cost analysis study to see if contractors can ride it cheaper.

•Declaring the horse is "better, faster and cheaper" dead.

•Promoting the dead horse to a supervisory position.

If any of these ideas sound remotely familiar, it's time to make a few large-scale changes. No amount of CPR is going to save that horse, and every minute that your staff invests in trying to change the situation is costing your company money.

First, run your staff through a session on identifying the central issue. What we have here is a non-productive, non-salvageable, soon-to-be-stinking mess that deserves a swift and merciful end. Imagine what other serious work you could be doing, rather than just postponing the inevitable. The dead-end projects in any department should be acknowledged for what they are, and put in the big "learning experiences" file.

May I suggest some collateral reading material here? Find the classic children's book "The Emperor's New Clothes." It's a perfect example of what's happening here – in fact, the tailor has made no clothes, but has tried to convince the emperor and his subjects that he has a beautiful new wardrobe. Don't overlook the obvious; use it to your advantage. As basic as this advice sounds, I'm amazed how often it's ignored.

Second, hold your managers accountable for projects. Suggestions like the pathetic efforts above indicate a serious lack of lead-

ership. The biggest mistake a manager can make is failing to provide guidance to subordinates. As Warren Bennis and Burt Nanus put it: "Managers do things right. Leaders do the right things."

Third, demand results, not excuses. Excuses don't do much for the value of your company's stock. Following the big break-up of AT&T, Bell Atlantic made it clear that excuses were not an option: the company established a structure where each department was required to bill other departments for their services. Before this practice, the information systems department could easily respond to requests with excuses such as "we can't do that," "we don't have time," or "we don't have the money/staff." With the new plan in place, and the information systems department needing to show a profit, the response changed dramatically, because excuses were not an option.

Finally, acknowledge mistakes, and then move on. Everybody, every company, makes mistakes. Do not be too hasty to equate mistakes with failure. One dead horse shouldn't mean you lose the farm. At the same time Babe Ruth held the career record for home runs (714), he also held the record for career strikeouts (1,330 times.) Henry Ford forgot to put a reverse gear in his

first car. Thomas Edison once invested more than \$2 million (the value in his era, not ours) on an invention that turned out to be useless.

Don't let a mistake keep you from doing great things. But don't let a mistake take on a life of its own either. If you are dealing with the same mistake you dealt with last week or last month or last year, go back to the paragraph about identifying the issue, and re-read.

Mackay's Moral: Don't horse around when you're dealing with mistakes. Get back in the saddle and grab the reins.

Reprinted with permission from nationally syndicated columnist **Harvey Mackay**, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."



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What are you Committed to?

By Dr. John C. Maxwell

What do you think of when you hear the word commitment?

Perhaps you picture a loving husband caring for his invalid wife. Maybe you envision a business owner who puts her resources and reputation on the line to lead her company through a crisis. Perhaps you see a dedicated teacher who spends hours of his own time tutoring underprivileged children. Or maybe the scene that comes to mind is one of a group of soldiers who willingly enters



harm's way to protect their countrymen.

These are all wonderful examples of commitment. But have you considered the fact that individuals who act in less admirable ways also are committed?

People who watch the clock at work are committed to making it through the day so they can go home. People who spend most of their free time in front of the television are committed to taking life easy. People who cheat on their income taxes are committed to beating the system.

Do you understand what I'm saying? When it comes to living a life of significance, the vital question isn't, "Am I committed?" It's, "What am I committed to?"

Over the years, I've had the opportunity to observe many remarkable individuals who I refer to as "make-a-difference people"—the kind of folks you want on your team and in your life because they're constantly making positive things happen. As I wrote in the last issue of Leadership Wired, "make-a-difference" people stand out from everyone else because they are connected—to a great leader, to a powerful vision and to other people who want to make a difference.

Another critical factor that sets "make-a-difference people" apart is their deep level of commitment in four key areas:

1. Make-a-difference people are committed to excellence. Conforming to someone else's standard of excellence isn't an option; they set their own bar, and they set it high. If you want to be a difference-maker, your bar of excellence should be higher than anyone else's. In other words, you should expect more out of yourself than anyone else expects out of you.

2. Make-a-difference people are committed to service. George Burns once said, "When you stop giving and offering something to the rest of the world, it's time to turn out the lights." That is so true. Anyone can call himself a servant-leader, but that description is meaningless unless it's accompanied by action. True servanthood manifests itself in the following four ways:

•It puts others ahead of an individual agenda. True servants aren't in it for themselves; they're committed to the growth and well-being of the people they're serving.

•It begins with security. Service often takes us out of our comfort zone, and in order to function effectively in such unfamiliar territory, confidence is a necessity.

•It initiates service to others. It doesn't wait to be served. It doesn't wait to be asked to serve. It goes first.

•It is not position-conscious. You show me a person who serves, and I'll show you someone who cares little about titles.

3. Make-a-difference people are committed to growth. I have found that there are three types of people on earth: the unlearned, the learned and the learning. If you want to make a positive contribution with your life, never stop stretching and growing. Make a concerted effort to learn today what will help you do better tomorrow. If you grow in the right areas today, you'll reap the right rewards tomorrow.

4. Make-a-difference people are committed to giving. The reason for this is simple: Giving is the highest level of living. Here are four ways to develop a giving spirit in your life:

•Be grateful for whatever you have. It's hard to be generous when you always want

more for yourself.

•Put people first. The measure of a leader is not the number of people who serve him, but the number of people whom he serves.

•Don't allow the desire for possessions to control you. This is so critical. Do you control your money, or does your money control you?

•Develop the habit of giving. Author Richard Foster made a profound statement about this: "Just the very act of letting go of money or some other treasure does something within us," he said. "It destroys the demon greed."

Now that I've described the characteristics that set make-a-difference people apart, it's time to get personal. Do you want to make a difference in your business, your community, your family or any other area of life that is important to you? If your answer is yes, I have one more question for you. Are you making a difference—wherever you are, whatever you're doing?

I certainly hope so. But if not, don't get discouraged. Instead, as I said last time, get busy. There's no time like the present to become a make-a-difference person.

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Failing Forward" and "The 21 Irrefutable Laws of Leadership."

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American DJ's Affordable Color Fusion Wash Effect Brings RGB Color Mixing To Any Stage Show

Many lighting users these days are familiar with RGB color mixing —the process of combining red, green and blue lamps to create specific shades and enhance certain moods. Now, American DJ has introduced the Color Fusion, a compact DMX-compatible stage color wash effect that offers



professional RGB color-blending at a show-stopping price that's within reach of any performer or club owner.

Designed for bands, small nightclubs, DJs, and a wide variety of staging applications, the Color Fusion comes with three rectangular lamps – red, green and blue. By varying the amount of output from each lamp, users can create virtually any color they want, setting just the right backdrop for any performance.

"The Color Fusion is perfect for anyone doing staging who wants a professional color wash, but is concerned about their budget," said Scott Davies, general manager of the American DJ Group of Companies. "This neat little device will significantly boost the drama and ambience of your show by creating whatever color you desire, precisely when you

need it."

The 4-channel Color Fusion can be operated using any standard DMX controller, or it can be set to run as a sound-active plug-and-play unit that moves to the groove of its own built-in chase patterns. The powerful, easy-to-use fixture is ideal for everyone from experienced, veteran lighting users to budding young performers who are just getting started in the entertainment biz.

The Color Fusion provides electronic dimming from 0–100 percent, so you can fully adjust the intensity and depth of your color wash on the fly. Convenient barn doors give users the ability to change the dimensions of the wash area and direct it toward any spot in the room, onstage or off.

In addition to stage use, the Color Fusion is ideal for illuminating retail displays, trade show exhibits and small architectural applications, thanks to its professional quality, compact size, and easy setup and operation. The Color Fusion weighs only 14 lbs. and measures 14.25"L x 9"W x 6"H, making it easily transportable and allowing it to be positioned discreetly at any application.

The fan-cooled unit comes with three LL-EHM 120-volt, 300-watt lamps and includes an easy lamp replacement door. The suggested retail price of the Color Fusion is only \$279.95.

For more information, contact American DJ at 1-800-332-6337. Fax: 323-582-2610. Address: 4295 Charter St., Los Angeles, CA 90058. Web: www.americandj.com

Synergistic Solutions, an alliance of elite service-providers in the entertainment industry

The industry's leading service-providers have joined forces to create Synergistic Solutions, an alliance of elite service-providers in the entertainment industry. The purpose of this new alliance is to advance the DJ industry by offering the very best in products and services for disc jockeys. Charter members of the alliance include the American Disc Jockey Association (ADJA), DJ Intelligence, ProDJ.com, and DiscJockeys.com. These companies offer valuable top notch products and services that disc jockeys can utilize to build their businesses and grow their bookings. Through the alliance, DJs who are members of each organization will have special access to various promotions offered by other alliance members. Package offerings will also be available where DJs can purchase all the services that fit their needs in a single location.

"The goal of the American Disc Jockey Association is to help DJs build and grow their business. Through this alliance, the ADJA will provide members with even more great benefits" said Dr. Drax, ADJA President. "The ADJA continues to pioneer the role of an association. We helped to pioneer this alliance to bring the best the industry has to offer together under one banner, making it easy for a DJ to get the very best products & services. Nobody offers more opportunity for the working DJ than the ADJA. We will continue to expand the benefits to belonging to the ADJA and this powerful alliance is just

one more. This alliance is an example of one of our core action statements put into practice, 'Together we can make a difference.' The industry will be advanced thru this effort."

"We're thrilled to be engaging in such a powerful relationship" said Scott Kartsounes, Chairman / CEO of DJ Intelligence, Inc. "We've known for years that each member of this alliance has provided the very best products and services for the DJ industry, it's great to finally put something official together to coordinate our efforts and advance the industry." DJ Intelligence offers a unique system that enables DJs to integrate a complete online event booking and planning system into their existing website. Clients can check the DJ's availability, obtain a price quote, book their event, search the DJ's music library, create custom request lists, fill out customized event planning forms and timelines, make secure credit card payments, and much more, all on the DJ's website. DJ Intelligence works with any existing website, is fully customizable, and easily installs in minutes.

ProDJ.Com is the "Internet's Source For DJs" serving the disc jockey industry since 1995 with free industry resources such as discussion chat boards, DJ university with free DJ training materials, and shopping areas offering everything from equipment to music to software. ProDJ.com also works with thousands of disc jockey services on various parts of their Internet presence from template-driven websites to full custom-designed dot-coms. ProDJ.com offers top-notch website hosting

Press Releases Continues on Page 16

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Focus On Your Most-Profitable Accounts

By Jeffrey J. Mayer

Ellen was feeling tired. Run down. Exhausted. She was putting in long hours - coming in early, staying late, working weekends. The stress and strain of running a business was getting to her. Her company ACME Widgets did about \$6,000,000 in annual sales and was barely profitable. The business wasn't growing, sales and profits had been flat for the past few years. She and her sales team were so busy servicing their accounts, that they didn't have enough time to go out and look for new business. Ellen had about 600 accounts that she serviced regularly and was stretched to the limits.

As we talked some interesting facts came out: *Some customers were better than others. *Some customers spent much more money than others. *Some customers had more potential than others. *Some customers were much more expensive to service than others. *Some customers were much harder to work with than others.

Ellen was trying to be all things to all people and it wasn't working for her or her sales team.

Her best sales people were getting frustrated. They were spending too much of their time servicing marginal customers who 'seemed' to have a problem with everything that was ordered.

This service work kept them from look-

ing for more business, closing more sales, and earning bigger commission checks.

Analyze The Customer Base.

I asked Ellen to run some reports analyzing her customer base. What she found was very enlightening.

As expected, a very large percentage of her company's sales and profits came from a relatively small number of customers.

But instead of focusing on the good customers at the top of the list, I asked her to study those who were at the bottom. These were the customers that didn't do much business with her.

As she studied the report, her eyes got real big, and a large grin came across her face, as she saw the source of her stress, tension, and frustration. It was all of these small, unprofitable, time-consuming accounts.

Here 200 smallest accounts spent less than \$500,000 with her... IN TOTAL. Yet these were the same accounts that needed the most service and support.

In the blink of an eye, Ellen came to the conclusion that her sales and support people were spending the majority of their time handling complaints and problems from customers that didn't do much business with her.

Ellen threw out a rhetorical question: "What would happen if I stopped selling these 200 accounts?"

1. Sales would drop by \$500,000. 2. There would be an insignificant reduction in profits. 3. There would be a substantial reduction in overhead because of the high costs associated with servicing these accounts. 4. Her sales team would feel better because they could spend more time looking for new business, closing sales, and earning bigger commission checks. 5. Her service and support team would have more time to look after the good customers, improving, enhancing and expanding their relationships. 6. Her business would grow - and become more profitable - because everybody was more focused.

Ellen implemented these changes - and more. Today she's projecting an increase in sales of more than 50 percent and has set a sales target of \$10 million for next year. She expects profits to increase dramatically.

Look At Your Business:

Take a look at your business.

* Analyze your customer base. Who are your A, B, C, D, and E customers. * Study the profiles of your best customers. * Identify your most expensive customers. Those who are high cost / high touch.

Spend your time with the customers that have the most potential, that require the least service, that are the most fun to work with, that will spend the most money with you. You'll grow your business, be much more successful, and make lots more money.

Note from Mitzi Mayer

On April 27, my partner in life and business, Jeffrey Mayer, passed away suddenly and unexpectedly.

As his wife, and best friend of 17 years, I felt it important that you hear this from me.

Jeff shared his wisdom and knowledge with everyone and was always concerned about making sure people were living their dreams and not other people's expectations.

The last phone call Jeff made was to a consulting client who was having a bad day and had not closed any of the sales that he was relying on. The last words Jeff said to his client were, "I know we have another 30 minutes to talk today, but instead I want you to hang up the phone and spend that time getting on the phone and finding another customer that says 'yes'."

Jeff's motto in life was Everyday gets better.

Many of you probably know of me as more of Jeff's horseback riding partner, surfing partner, or the person that he wrote about in many of his newsletters. (On too many occasions, I made him leave my name out.)

An hour did not pass in our home that Jeff and I were not discussing or debating the ways in which people in life and business are going about it.

Here it is, and I hope that you will bear with me for a week or two as I gather myself, fail at a few things, and delve into the next articles that we had been working on together.

Note from the Editor: Jeffrey had submitted many quality articles on sales and marketing. The Disc Jockey News will continue to run his articles until the new articles are submitted.

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ADJA in Atlantic City



ADJA President Dr. Drax (Phoenix, AZ), ADJA Attorney Kemp Harshman (Washington DC), ADJA National Membership Director Bryan Foley (Tampa, FL), Local ADJA Chapter Member Brian Gilmore (St. Pete, FL), ADJA Membership Development Director Ron Ruth (Kansas City, MO), ADJA Vice President Ben Miller. "The DJ Expo was a great show for the ADJA as it signed up close to 100 new members and renewed many more," commented ADJA Membership Director Bryan Foley. "This year the ADJA has seen the biggest growth in the history of the association."

What Controls Your Business?

By Brian Kelm

Hello, fellow entertainment professionals! In my short time (14 years) as being a part of the mobile entertainment community I have seen and experienced a lot. Customer trends, technology and education have made it an exciting journey that I will continue to pursue. I'm sure most veterans will attest that after you reach a certain level of experience, talent, and professionalism your business moves away from being physically exerting and into a measure of mental capacity.

Technology, client meetings, and networking with others have made it easier for us to relate and organize our upcoming events to the proper satisfaction of our clients. All of the time spent on planning & organizing a successful event pushes our threshold of mental knowledge based on what we experience, communicate, and learn along the way. In my opinion, these days our business relies less on our physical abilities and more on how much information we can encode and process about our client's upcoming event. Like someone in our industry

once said, "we spend approximately 75% of our time running the business and only 25% performing." As you can see by this statement alone, our business takes on many principles and our performances represent the most important part of the process...a successful & happy celebration for all. However, it won't end up that way if the necessary planning isn't done in advance!

As professional entertainers, we are always focused on the details pertaining to our events. That's why it's ever so important to get a good night sleep prior to an event because you never know what could come up at an event that requires your mental capacity be at 100%!

Brian Kelm will be a featured speaker at the 2005 Midwest Disc Jockey Convention in Bloomington, Minnesota on November 5-7th.

Brian Kelm is the Chief Entertainment Officer of Boomin' Beats Mobile Entertainment, serving all of Wisconsin and Illinois. Your comments are welcome: info@boominbeats.com

Back To The Basics

By Kyle McPeck

"The only factor becoming scarce in a world of abundance is human attention."
-Kevin Kelly, in 'Wired'

Did you know we are living in an attention deficit world? Many of our customers and even ourselves have a hard time completing any sort of plans or staying on task. We have so many distractions in our daily lives that we are unable to spend any amount of serious thought on any one task without immediately thinking about something else that needs finishing or something that we would prefer to do instead.

As I am writing this article, I am contemplating how much more joy I would have in playing poker right now rather than writing this article. I'm also dreaming about the three-day weekend I am taking with my wife and one of my business clients and his fiancée. Taking a trip will be nice. But, who will take care of the problems that will crop up while I am away. Something is sure to happen. Then, I start dreaming up all of the potential problems that could happen while we are gone. Will my father in law get worse or get better while we are away. Who will take care of my wife's 87-year-old grandmother for a few days? What if there is a water break at one of my stores while I'm taking a siesta? Oh, right, I was writing an article. I almost forgot. Chances are, you and your customers are going through similar attention deficit situations that not only make you neurotic but also make your job more difficult.

Many of my entertainment clients are one-time sales. Once in awhile, I get a direct repeat client with the wedding clients but obviously it is more common with corporate clients. Therefore, most of my prospective and current customers have never had the opportunity to book entertainment before and are apprehensive at the idea. Therefore, the most chosen path is to do nothing or to make as few decisions as possible. What I have done to improve my customer relations and try to regain some sanity with scheduling in my business is to hold my customer's hands through the entire process.

When I receive an initial contact from a prospective customer, I try to walk them through a step-by-step process of what we need and expect from our clients and when we need it. Customers love to be able to see, in writing, what is expected of them and what we will deliver over a period of time leading up to their event.

An example might be to show the timeline up to the event. In the initial packet you give your party planners at the consultation or even by mail you can show when you expect the contract returned, payment schedules, contact schedules, meeting schedules, and typical event schedules. I also include lists of what we need from the venue and what we will provide to the venue, the caterer, the photographer and anyone else involved with the event. I have found that

when completed with some forethought that most appreciate the step-by-step instructions and follow them to a tee. Adjustments are easily made and the stress level about the event tends to be minimized. You are taking charge of your aspect of the event and showing your professionalism and willingness to make their event a success. You are putting the customer at ease about their event. This planning before the event also allows you to envision the event, prepare for potential complications, and, most importantly, solve any potential problems before they arise. Will you ever be fully prepared? No, it would be impossible to plan for every scenario or situation. However, by planning ahead you can remove any decision making skills needed at the event for possible problems and reserve those skills for the more complex issues that may arise at the event.

We also provide all of our customers with our phone numbers (including cell), email address, and our website address so that they can contact us when necessary. Additionally, we try to do that on all of our printed materials. It creates the mindset in your customer that you are available. Plus, you'd be surprised how many referrals are generated from old paperwork. Someone wants to refer you but can't find your number or business card then finds their instruction sheet with your info on it.

You might even consider creating a page on your website for your customers that contains the step-by-step planning sheets that they can access when they aren't at home or wherever they are doing their planning. For example, we have integrated ours in some ways with our service from WEDJ.

I have found that incorporating the above step-by-step planning when working with my clients has instilled confidence in my abilities for my clients and for myself. I have fewer surprises and feel better prepared for all of my events. My clients are better prepared in relation to their event and feel more confident about the success of their event. At the same time, I am establishing a distinguishing characteristic between my business and others because I am doing something that no one else is attempting to do in my market.

This will set you apart and hopefully help make you more successful.

I want to know if my articles are, in fact, helping you succeed in your business. I want and need feedback. The first five people who email me at kyle@mcpeck.com with some feedback on my Back To The Basics columns will receive a copy of my favorite book. Please put "B2B Feedback" in the subject line and include all of your contact information including address

Kyle McPeck is an entertainer and entrepreneur based in Zanesville, OH. To join Kyle's free DJ Success email list send an email to kylemcpecksubscribe@topica.com

Monthly Music Charts

By Promo Only

Pop			Rock			Country		
1 We Belong Together	Mariah Carey	18 Baby I'm Back	Baby Bash Feat. Akon	4 Free Yourself	Fantasia			
2 Behind These Hazel Eyes	Kelly Clarkson	19 Just A Lil Bit	50 Cent	5 So Seductive	Tony Yayo Feat. 50 Cent			
3 Don't Phunk With My Heart	The Black Eyed Peas	20 Feel Good, Inc.	Gorillaz	6 Hollaback Girl	Gwen Stefani			
4 Don't Cha	The Pussycat Dolls Feat. Busta Rhymes			7 Lose Control	Missy Elliott Feat. Ciara & Fat Man Scoop			
5 Pon De Replay	Rihanna	1 Best Of You	Foo Fighters	8 Make Her Feel Good	Teairra Mari			
6 Listen To Your Heart	D.H.T.	2 Feel Good, Inc.	Gorillaz	9 Give Me That	Webbie Feat. Bun B			
7 Scars	Papa Roach	3 The Hand That Feeds	Nine Inch Nails	10 Slow Down	Bobby Valentino			
8 Switch	Will Smith	4 Wake Me Up When September Ends	Green Day					
9 You And Me	Lifehouse	5 Right Here	tained					
10 Hollaback Girl	Gwen Stefani	6 Beverly Hills	Weezer	1 Something More	Sugarland			
11 Get It Poppin'	Fat Joe Feat. Nelly	7 B.Y.O.B.	System Of A Down	2 Fast Cars And Freedom	Rascal Flatts			
12 Let Me Go	3 Doors Down	8 Speed Of Sound	Coldplay	3 Mississippi Girl	Faith Hill			
13 Holiday	Green Day	9 Girl	Beck	4 Play Something Country	Brooks & Dunn			
14 Cool	Gwen Stefani	10 Can't Repeat	The Offspring	5 Alcohol	Brad Paisley			
15 These Words	Natasha Bedingfield			6 You'll Be There	George Strait			
16 Grind With Me	Pretty Ricky	1 We Belong Together	Urban	7 Do You Want Fries With That	Tim McGraw			
17 How To Deal	Frankie J	2 Let Me Hold You	Bow Wow Feat. Omarion	8 Don't Worry 'Bout A Thing	SheDaisy			
		3 Cater 2 U	Destiny's Child	9 A Real Fine Place To Start	Sara Evans			
				10 Help Somebody	Van Zant			

Press Release Continued from Page 12

and design services custom tailored for DJs. Once your website is established, ProDJ.com can help you effectively market your services online. They also offer interactive online solutions such as DJ Webmin, a web-based system for managing your entire DJ business. Most recently, ProDJ.com launched a new division called ProDJpc, offering PC hardware solutions for digital DJs.

DiscJockeys.com is the "the world's official directory of entertainment services online", offering one of the largest online databases of disc jockeys in the nation. Guests such as brides & party planners use the DiscJockeys.com directory thousands of times daily to search for qualified DJs in their region. DJs who are listed at DiscJockeys.com can

qualify to receive leads & inquiries, as well as click-thrus to their website. DiscJockeys.com offers free listings for all disc jockeys. Andrew Starr, Creator & President of DiscJockeys.com, said "This alliance will solidify our dedication to all DJs and express our continued commitment to great customer service and overall awareness to the DiscJockeys.com site and most importantly anyone searching for an entertainment service online."

Synergistic Solutions alliance members will coordinate their marketing efforts at trade shows and in publication advertisements. In August, members of the alliance will be exhibiting in a single convenient location at the DJ Expo in Atlantic City. DJs can learn about all of the very best products and services for their business in one location.

Upcoming Events

Midwest Disc Jockey Convention

November 6-8, 2005

<http://www.mapdj.org>

LDI Conference 2005

November 7-13, 2005

<http://www.ldishow.com>

East Coast DJ Cruise

November 10-17, 2005

<http://www.djcruise.com>

West Coast DJ Cruise

November 13-20, 2005

<http://www.djcruise.com>

WEDJ Cruise

January 9-14, 2006

<http://www.wedjcruise.com>

Winter NAMM Show

January 19-22, 2006

<http://www.NAMM.com>

Mobile Beat Las Vegas Convention

February 21-23, 2006

<http://www.discjockeynews.com>

NAME Conference -Nashville

April 17-19, 2006

<http://www.djkj.com>

Disc Jockey News Southern DJ Convention

April 23-25, 2006

<http://www.discjockeynews.com>

New York DJ Cruise

July 10-15, 2005

<http://www.djcruise.com>

Have an upcoming event or meeting? Email the information to us at event@discjockeynews.com

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The DJ Swap Shop

BPM List: To purchase the new 2005 edition of **The BPM List**, go to www.bpmlist.com. 09/01B

For Sale: 2 JBL long throw bass cabinets (These are Old School Cabs) Loaded with Emminence components 300 -400 watt @ 8ohms. Speakon connections in rear. Used maybe 6 times after purchasing new components. Great for Bands , Sound reinforcement, or large venues like gyms. \$300.00 for the pair. Call Dean at 1- 815-684 -5426

For Sale: AUDIO TECHNICA

Disc Jockeys...

Advertise your used item here for FREE!

Non-used items, ads for services, or employment are charged
Mail your ad to: Disc Jockey News, 29442 120th St., Grey Eagle, MN 56336
email your ad to: swap@discjockeynews.com
Classified ads deadline is the 20th of the month.

Wireless headset mic, Freeway 600 series, w/rcvr & rack mount. Used only 12 hours, excellent condition. New \$300, asking \$175. Also, RADIO SHACK 200 watt/ch power amp, rack mount, good condition. New \$300, asking \$150. \$275 takes all. 304-203-3526 djbillm@aol.com

For Sale: Full Peavey sound system. 6 speakers in all. 2 subs-2 mids-2 giant horns. Excellent condition. Great long push speakers. Great for large out door events. \$850. I also have a cross over and several amps that curently power these speakers. Call 507-382-7283-Ask for Matt Located in Mankato MN.

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DJ Times Expo Photos: 1. Jim Weisz and Rob Drachler of TM Century dressed up for the expo exhibit hall. 2. LED lighting was a big hit at the expo with many booths demonstrating LED lighting like this ambient wall. 3. Mixing with turntables was on display as their four performers played a song in unison in the exhibit hall. 4. Mike Walter (in white) was the master of ceremonies for the DJ of the Year competition held on Wednesday night. 5. Big Daddy (on right) was one of the participants during the DJ of the Year competition and rocked the crowd with his high energy dance. 6. Computers and software were very big in the exhibit hall. Here a vendor demonstrated some software for controlling a dmx light show. 7. Johnny Dee of New Jersey and Cap Capello of New York were some of the many entertainers networking in the halls of the convention center. 8-10. Promo Only sponsored the Tuesday night party at the Casbah night club. Celebrity disc jockeys around the country entertained and those in the crowd got a bird's eye view of their mixing skills. 11. Solutions for keeping your computer investment safe while on the road to the gigs were also very popular in the exhibit hall. 12. Three days of seminars on topics ranging from weddings to remixing covered the variety of disc jockeys attending the convention. 13. Intelligent lighting was a hot purchase for many attendees. 14. Multi screen computer systems capable of showing video drew the interest of many in the exhibit hall.

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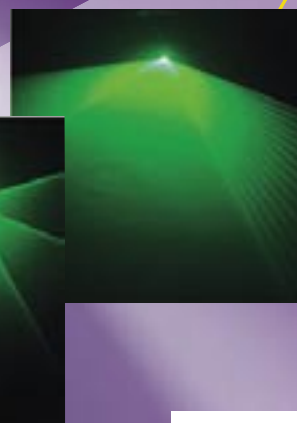
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